

**Manitoba Hydro Jobsite Safety Campaign
Powered by the MTM Advertising Group**

MTM-ADS Advertising Platform Selected for 2009 'Stay Clear of Overhead Power Lines' Program

TORONTO, ON, CANADA – March 10, 2009 – The MTM Advertising Group, an innovative advertising company that specializes in matching advertisers and target audiences in unique Out-of-Home settings, today announced its innovative MTM-Ads platform had been chosen by Manitoba Hydro.

MTM's proprietary advertising network will be leveraged to provide significant reach in support of the 2009 'Stay Clear of Overhead Power Lines' advertising campaign. MTM will post outdoor advertisements on unique structures on jobsites for Manitoba Hydro, to generate high-frequency impressions directly on its target audience.

"We are pleased to renew our working relationship with Manitoba Hydro," said Dana Young, Director, Corporate Communications the MTM Advertising Group.

The MTM Advertising Group successfully delivered a similar campaign in 2007 for the 'Call Before You Dig' program. "Our unique ability to put Manitoba Hydro in front of their audience in a captive setting has proven to be highly effective," noted Ms. Young.

The MTM Advertising Group will provide end-to-end services including print, posting, takedown and proof-of-performance reporting.

- 30 -

About the MTM Advertising Group

Focused on the rapidly expanding alternative media market, the [MTM Advertising Group](#) brings advertisers and audiences together in unique marketing settings to deliver messages to target audience groups.

We transform ordinary structures (mobile offices, fencing and portable restrooms) into high-visibility advertising structures – we call these MTM-AdS. With MTM-AdS, and our strategic network of prominent events, venues and worksites, the MTM Advertising Group delivers campaign messaging directly to targeted audiences in a way that captures their attention and can not be ignored.

Unlike many forms of traditional media, which address an often fragmented audience, the MTM Advertising Group only places advertisements in locations where our clients' target audience congregates.

Headquartered in Toronto, Canada, MTM sales, research and development and fulfillment facilities are located at various locations in North America and Europe.

The [MTM Advertising Group](#) is a division of [Micro Target Media Inc.](#) To find out more, please contact:

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